

FREE

"200 GREAT STORIES SALESMEN LIKE BEST

-- and how to tell them!!"

Yours FREE

to Introduce You to EXECUTIVE MEMORY JOGGER

Dear Sir:

Next time you want to breathe life into a dying meeting . . . next time you want to break the ice with an important client . . . next time you have to get up and speak before a group . . .

. . . you will thank your lucky stars I sent you a FREE copy of the most useful - and the funniest - handbook an executive could ever own -

"200 GREAT STORIES SALESMEN LIKE BEST -- AND HOW TO TELL THEM!"

Here, ready to enliven your speech and to help you win friends and fracture everyone you come in contact with, are 200 hilarious quips, jokes, and anecdotes taken from men who make it their business to find and tell amusing stories -- professional salesmen. You'll find --

- * 33 laugh-getting gags that instantly take the chill off a business meeting and help you get down to brass tacks in an atmosphere of friendship and good humor!
- * 117 man-to-man jokes that are sure to delight your fellow executives and make you a standout at the next company meeting!
- * 22 hilarious "one-liners" that will quickly soothe ruffled feathers whenever the going gets rough during negotiations and business talks!
- * 28 funny anecdotes about businessmen (including some fresh ones about golf that will tickle any duffer)!

Plus -- a terrific section called "HOW TO TELL A JOKE." Here are the proven techniques that will soon earn you the reputation of a master storyteller!

HERE'S HOW YOU CAN GET YOUR FREE COPY . . .

Just fill out and mail the enclosed post-free order card. It will bring you a FREE copy of "200 GREAT STORIES SALESMEN LIKE BEST - AND HOW TO TELL THEM!" along with your first issue of "EXECUTIVE MEMORY JOGGER," the indispensable aid that is now helping more than 45,000 executives do a better job.

NO EXECUTIVE CAN AFFORD TO BE WITHOUT A JOGGER IN HIS COAT POCKET . . .

I've enclosed a sample copy of the current "EXECUTIVE MEMORY JOGGER" so

you can see for yourself just how handy and helpful it is! Slip it into your coat pocket. In just a few days you'll wonder how you ever got along without it! Here's why:

The Jogger tells you at a glance exactly where you have to be - and what you have to do - during every moment of the day. You keep track of appointments, calls, lunch dates, and meetings without fail. And it gives you a handy place to jot down those good ideas that hit with a flash.

SAVES YOU IMPORTANT TAX DOLLARS EVERY YEAR!

At Income Tax time, your Jogger - with its special daily expense records - will be accepted as proof positive for your business expense deductions. If you've ever struggled with the Internal Revenue Service over deductions, you know how important this great money saver will be!

And each month you'll find:

- * **DAILY CALENDAR PAGES** -- A page for every day of the month, with plenty of space for jotting down names of people to see, things to do, places to be.
- * **DAILY EXPENSE PAGE** -- A separate page for recording daily business expenses . . . plus, a special two-page form for the monthly total. Fully approved by the Internal Revenue Service.
- * **EXECUTIVE TAX NEWS** . . . Each month you get a compact rundown of the latest developments affecting your personal taxes . . . expert advice on the many ways to win bigger deductions and save money - including little-publicized information you might otherwise miss!
- * **EXECUTIVE NEWS** -- Bulletins from companies all over the country on the latest, best ways to deal with employees, customers, your job . . . short articles aimed at helping you improve your skills in every essential area.

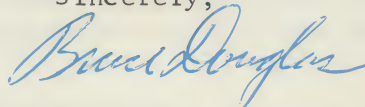
Plus, these outstanding features: A three-month "At A Glance" Calendar that tells you instantly all the important things coming up in the months ahead . . . a page for filing new addresses . . . two-year calendars, plus a listing of dates for all major holidays.

FREE - A Handy Carrying Case With Your Subscription!

With each subscription you'll also get a FREE Jogger Wallet to hold your monthly Jogger and other important papers. It's tough and durable and convenient to carry.

So why not fill out and mail the card today? We'll begin your subscription to "EXECUTIVE MEMORY JOGGER" and rush your FREE copy of "200 GREAT STORIES SALESMEN LIKE BEST" plus the FREE Jogger Wallet.

Sincerely,



Bruce Douglas

G/XJ/M

P.S. Order for your fellow executives at special discount prices - FREE gift book and cover go with each subscription.

Bureau of Business Practice — Waterford, Connecticut 06385

TWO GREAT BONUS GIFTS
A FREE COPY OF "200 GREAT
STORIES SALESMEN LIKE BEST—
AND HOW TO TELL THEM"—PLUS—
A FREE JOGGER COVER INCLUDED
WITH EACH SUBSCRIPTION.

Order a Jogger for Customers and Business Associates. Send list of addresses. We mail for you each month at only .06 per month additional charge for each subscription.

<i>Special Quantity Discount Prices</i>	
QUANTITIES	PER MONTH
1-4	\$.70
5-10	.65
11-25	.60
26-50	.50
51-100	.45
101-200	.40
201 or more	.38

EXECUTIVE MEMORY JOGGER

The Handy Tool No Executive Can Afford to Be Without!

Bureau of Business Practice/Waterford, Conn.

Please send a FREE copy of "200 GREAT STORIES SALESMEN LIKE BEST—AND HOW TO TELL THEM" and begin my Introductory One-Year Subscriptions for EXECUTIVE MEMORY JOGGERS, at the special quantity discount prices shown here, plus a few cents postage and handling. I understand I will not be billed until 15 days after the first issue is mailed.

Name (Please Print)

Firm

Street

City State Zip
 (If Known)

G-XJ-2839-MI

FIRST CLASS

Permit No. 18

WATERFORD

Connecticut

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage will be paid by

THE BUREAU OF BUSINESS PRACTICE

WATERFORD, CONNECTICUT 06385

